

RATECARD : DAILY MAIL

MONO	Monday - Wednesday	Thursday - Friday	Saturday
	SCC	SCC	SCC
Full page ROP	£32,508 £129	£33,768 £134	£34,776 £138
Full page guaranteed day & position	£37,800 £150	£40,068 £159	£41,328 £164
First page front half	£46,116 £183	£49,392 £196	£50,652 £201
Second page front half	£44,856 £178	£48,132 £191	£49,644 £197
Third page front half	£43,848 £174	£47,124 £187	£48,384 £192
Fourth page front half	£41,832 £166	£44,868 £178	£46,116 £183
Double page spread, front half	£75,600 £150	£80,136 £159	£82,656 £164
First left hand full page, second half	£34,272 £136	£36,792 £146	£37,800 £150
Double page spread, second half	£68,544 £136	£73,584 £146	£75,600 £150
20cms x 3 cols diary page	£10,380 £173	£11,100 £185	
All 5 column sizes	£157	£167	£187
SPECIAL POSITIONS	Monday - Wednesday	Thursday - Friday	Saturday
36cms x 4 cols centre spread colour	£24,912 £173	£26,640 £185	£27,360 £190
20cms x 3 cols - front half right hand (earlier positions by negotiation)	£10,380 £173	£11,100 £185	£11,400 £190
15cms x 2 cols back page solus colour	£7,080 £236	£7,530 £251	£7,740 £258
20cms x 2 cols letters page solus	£6,920 £173	£3,700 £185	
25cm x 4 solus terrestrial TV	£17,380 £173	£18,500 £185	
10cms x 7 solus satellite TV	£12,110 £173	£12,950 £185	
COLOUR	Monday - Wednesday	Thursday - Friday	Saturday
Full page ROP	£45,612 £181	£48,636 £193	£49,896 £198
Full page guaranteed day & position	£53,676 £213	£57,204 £227	
Front half fractional	£209	£223	£229
Front half right hand fractional	£221	£236	£243
FINANCIAL MONO	Monday - Wednesday	Thursday - Friday	Saturday
Full page run of Money Mail	£40,068 £159		
Fractional run of Money Mail	£159		
Full page City	£37,800 £150	£37,800 £150	£38,808 £154
FINANCIAL COLOUR	Monday - Wednesday	Thursday - Friday	Saturday
Full page run of Money Mail	£57,204 £227		
Fractional run of Money Mail	£227		
Full page City	£53,676 £213	£53,676 £213	£57,708 £229
ADVERTORIALS	Monday - Wednesday	Thursday - Friday	Saturday
Mono full page	£45,612 £181	£48,888 £194	£50,148 £199
Colour full page	£65,268 £259	£69,552 £276	£71,316 £283
REGIONAL RATES (COLOUR BY NEGOTIATION)			
South only	£27,216 £108		
North only	£11,884 £47		
Scotland	£5,040 £20		

Regional copy split £650 for up to 5 changes (further changes by negotiation). A/B copy split 10% of ad cost (min £650).
SCC minimum 3cm

For technical specifications, go to anlvertising.co.uk or call 020 7938 6443

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